



**3 NUTRITION SERVICES**  
**3.30 Nutrition Education: General**

*Effective: 12/1/95*  
*Revised: 5/17/04*

**POLICY:** All participants must be offered relevant nutrition education at certification and during their certification period. Nutrition education is the process by which beliefs, attitudes, environmental influences, and understanding about food leads to practices that are scientifically sound, practical, and consistent with individual needs and available resources. Through nutrition education, WIC seeks to extend the benefits of the program beyond the period when the WIC supplemental foods are provided. The WIC Certification and Secondary Nutrition Education Guidelines include required and recommended components of nutrition education.

**PROCEDURE:**

**A. REQUIREMENTS**

1. Offer all participants/caregivers nutrition education/counseling based on their identified nutritional needs (i.e., risk factors, other identified problems, relevant nutrition-related participant concerns, and anticipatory guidance needs) at certification (see policy 3.31) and at secondary contacts during the certification period (i.e., on different day than their certification appointment) (see policies 3.31, 3.32, 3.33, and 3.34).
2. Use the WIC Certification and Secondary Nutrition Education Guidelines as the basis for WIC nutrition education services.
3. Provide nutrition education that is easily understood by participants and bears a practical relationship to household situations (including the homeless) and cultural preferences, including information on how to select food for themselves and their families.
4. Integrate nutrition education into participant health care plans, the food package prescription, and other program operations.
5. Provide nutrition education at no cost to the participant.
6. Provide nutrition education directly (funded by the WIC Program) or through arrangements made with other agencies (see Policy 3.33).

**B. RECOMMENDATIONS**

1. Use participant-centered method of counseling (e.g., motivational negotiation, Best Start 3-Step Counseling Method).



2. Use nutrition education materials that are appropriate for the participant and as supplements to the counseling provided.
3. All local agency staff should display a positive attitude toward long term benefits of nutrition education and encourage the clients to attend and participate in nutrition education activities.

**C. WITHHOLDING/DELAYING BENEFITS NOT ALLOWED**

Do not withhold or unreasonable delay benefits for failure to participate in nutrition education.

**NOTES:**

Education References

- \* *Fit WIC* implementation manual and resources on childhood overweight and obesity prevention. Available at [www.nal.usda.gov/wicworks](http://www.nal.usda.gov/wicworks), Sharing Center.
- \* Motivational Negotiation/Counseling Skills Building training videotapes (2003) and tip sheets. Videotapes available for loan from Regional Offices and tip sheets available from the State WIC office.
- \* Doak, Doak, and Root: *Teaching Patients with Low Literacy Skills* (distributed to WIC projects in 1995)
- \* USDA: *The WIC Exchange: Ideas to Help Nutrition Educators Help Clients*, 1990 (distributed to local WIC Projects at the 1991 regional nutrition education trainings)
- \* USDA, USDHHS: *Celebrating Diversity: Approaching Families Through Their Food*, 1994 (distributed to WIC projects by USDA)

Nutrition References

- \* Wisconsin WIC Program: *WIC Certification and Secondary Nutrition Education Guidelines* (pending)
- \* USDHHS, HRSA, MCH: *Bright Futures in Practice - Nutrition* (distributed to WIC Projects in 2000)
- \* USDA, HRSA: *Nutrition and the Pregnant Adolescent: A Practical Reference Guide*, 2000 (distributed to WIC Projects in 2000)
- \* USDA: *Infant Feeding and Nutrition: A Reference Handbook for Nutrition and Health Counselors in the WIC and CSF Programs*, 1993 (distributed to WIC Projects in 1994)
- \* American Academy of Pediatrics: *Pediatric Nutrition Handbook*, ed 4, 1998 (distributed to WIC Projects in 1999)
- \* Wisconsin Association for Perinatal Care: *Perinatal Nutrition: Criteria for Quality Assurance*, 1991 (plus subsequent revisions) (distributed to local WIC Projects in 1991; revisions sent by WAPC)
- \* Worthington-Roberts B, Williams S: *Nutrition in Pregnancy and Lactation*, ed 5. St. Louis, Mosby - Year Book, Inc., 1993 (distributed to WIC Projects in 1993)



- \* National Institute of Medicine: *Summary: Nutrition During Pregnancy: Weight Gain, Nutrient Supplements*. Washington, DC: National Academy Press, 1990 (distributed to WIC Projects in 1990-1991)
- \* Institute of Medicine: *Summary: Nutrition During Lactation*. Washington, DC: National Academy Press. Washington, DC: National Academy Press, 1990 (distributed to WIC Projects in 1990-1991)
- \* LeMay W: *Preventing Baby Bottle Tooth Decay in Women, Infant, and Children (WIC) Populations: A Resource Guide*, 1993, Rev. 1994 (distributed to WIC Projects in 1993-1994)

### Participant Education Resources (lesson plans, etc.)

- \* Wisconsin Division of Public Health nutrition education cards for pregnant women, breastfeeding, infants, children, women's health, other (see the Wisconsin WIC Program Forms and Publications Directory)
- \* *Nibbles for Health* manual and other Team Nutrition materials. Manuals with camera-ready copies are available for loan from the State WIC office. Materials can be downloaded or ordered from [www.fns.usda.gov/tn/](http://www.fns.usda.gov/tn/).
- \* *Nutrition Comes Alive! Revitalizing Nutrition Education* manual (distributed to WIC Projects in 2001)
- \* Internet-based learning modules, available at [www.wichealth.org](http://www.wichealth.org).
- \* *Veggin' Out* training manual and related materials. Contact the State WIC office for more information.
- \* Wisconsin Nutrition Education Network campaign materials. Available at [www.nutrisci.wisc.edu/nutrinet/](http://www.nutrisci.wisc.edu/nutrinet/).